

Missouri Division of Tourism

ANNUAL REPORT FY17



MISSOURI
enjoy the show

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THE MISSOURI TOURISM STORY

The Missouri Tourism Commission champions the sound development of Missouri's travel and tourism industry by overseeing the Missouri Division of Tourism (MDT). Created in 1967 by the 74th General Assembly, MDT is the administrative arm of the Tourism Commission.

The Missouri Tourism Commission is comprised of 10 members, each with four-year terms. Five members, appointed by the Governor, may or may not be engaged in the tourism industry. Other commission members include the Lieutenant Governor, two Senators appointed by the President Pro Tem and two Representatives appointed by the Speaker of the House.

Among other duties, the Missouri Tourism Commission:

- Recommends programs to promote the state as a top-of-mind travel and tourism destination.
- Employs a director qualified by education, experience in public administration and the use of communication and advertising media.
- Promotes the exchange of travel and tourism ideas and information among state and local agencies, chambers of commerce, convention and visitors bureaus, tourism entities, travel-related organizations and individuals.

Missouri travel promotion efforts, led by MDT, are aimed at showcasing our diverse tourism assets. MDT is a research-based organization with the ultimate goal of drawing more visitors, spending and tax revenue to and within Missouri. In contrast to an industrial facility of business with a readily identifiable product, the travel industry has a much broader footprint that is composed of a diverse group of businesses found in every county in the state. Visitor spending generates sales in lodging, food services, recreation, amusement parks, entertainment, airlines, car rental companies, gas stations and retail businesses. These sales support jobs for Missouri residents.

State and local government agencies benefit from travel, too. They collect sales taxes from businesses operation in the state as well as corporate, income and property taxes that are the result of the millions of visitors to Missouri. In FY17, visitor spending generated an estimated \$1.41 billion in state and local taxes, offsetting the tax burden by an average of \$593 per household.

In addition to driving visitation and spending, tourism promotion has a "Halo Effect" on economic development, significantly improving the image of our state as a place to live, work, invest and retire.

The evidence is clear: wise investments in effective travel and tourism promotion feed a virtuous cycle of economic benefits.

OVERALL IMPACT OF MISSOURI TOURISM

FY17 showed positive numbers in many segments, further highlighting the positive impact that tourism has on the state, and the appeal that the state of Missouri has for visitors looking for everything from unique outdoor adventure to amazing cultural experiences. While overall numbers have increased in most categories, year over year growth has slowed. This is attributable to decreases in marketing efforts as a result of budget withholdings, directly impacting exposure and resultant awareness of our target customer.

42.0 million

Total number of visitors to Missouri during FY17

\$16.8 billion

Total economic impact of the FY17 Missouri tourism industry

313,362

FY17 Tourism-Related Employment

\$3.44

State tax revenue received by Missouri for every dollar invested in MDT's 2017 budget

\$80

Visitor expenditures in Missouri businesses for every dollar invested in MDT's 2017 budget

589,755

Travelers visiting Official Missouri Welcome Centers in 2017

\$283

Amount spent per person/ per trip by FY17 domestic overnight visitors

2.15 million

Total visits to VisitMO.com in FY17



17 TOURISM-RELATED SIC CODES

(STANDARD INDUSTRY CLASSIFICATION)

SIC CODE	CODE TITLE	FY17 EXPENDITURES*
1 5811	Eating Places Only	\$4,648,489,288
2 5812	Eating and Drinking Places	\$5,390,158,187
3 5813	Drinking Places - Alcohol Beverage Only	\$374,054,131
4 7010	Hotel, Motel and Tourist Courts	\$1,735,472,799
5 7020	Rooming and Boarding Houses	\$1,184,267
6 7030	Camps and Trailer Parks	\$45,185,334
7 7033	Trailer Parks and Campsites	\$16,885,421
8 7041	Organization Hotel and Lodging Houses	\$98,330,535
9 7920	Producers, Orchestras, Entertainers	\$39,149,223
10 7940	Commercial Sports	\$312,164,644
11 7990	Misc. Amusement and Recreational	\$75,134,168
12 7991	Boat and Canoe Rentals	\$66,520,350
13 7992	Public Golf Courses and Swimming Pools	\$68,533,244
14 7996	Amusement Parks	\$130,735,508
15 7998	Tourist Attractions	\$122,286,121
16 7999	Amusement NEC (not elsewhere classified)	\$150,697,389
17 8420	Botanical and Zoological Gardens	\$1,006,342
TOTAL		\$13,275,986,951

*2017 expenditure figures are a preliminary run. The Department of Revenue will not have the final figures until September 2018.
Source: Missouri Department of Revenue

TOURISM EXPENDITURES AND EMPLOYMENT BY REGION

NORTHEAST REGION

COUNTY NAME	FY17 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY17 TOURISM-RELATED EMPLOYMENT*
ADAIR COUNTY	\$34,709,625	1,441
AUDRAIN COUNTY	\$21,252,563	572
CLARK COUNTY	\$3,070,658	123
FRANKLIN COUNTY	\$147,114,173	4,032
GASCONADE COUNTY	\$21,968,179	542
JEFFERSON COUNTY	\$260,012,904	6,493
KNOX COUNTY	\$978,691	55
LEWIS COUNTY	\$3,794,659	161
LINCOLN COUNTY	\$45,285,592	1,093
MACON COUNTY	\$18,216,677	501
MARION COUNTY	\$53,603,412	1,538
MONROE COUNTY	\$4,404,412	166
MONTGOMERY COUNTY	\$7,758,174	223
PIKE COUNTY	\$14,780,801	460
RALLS COUNTY	\$5,591,920	136
RANDOLPH COUNTY	\$25,719,352	768
SCHUYLER COUNTY	\$958,217	16
SCOTLAND COUNTY	\$2,440,321	52
SHELBY COUNTY	\$1,875,446	103
ST. CHARLES COUNTY	\$801,351,628	22,048
ST. LOUIS CITY	\$1,430,267,037	28,043
ST. LOUIS COUNTY	\$2,714,876,792	64,476
WARREN COUNTY	\$36,319,656	717
TOTAL NORTHEAST REGION	\$5,656,350,889	133,759

NORTHWEST REGION

COUNTY NAME	FY17 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY17 TOURISM-RELATED EMPLOYMENT*
ANDREW COUNTY	\$9,381,083	220
ATCHISON COUNTY	\$8,706,591	171
BUCHANAN COUNTY	\$185,509,363	4,539
CALDWELL COUNTY	\$2,526,283	70
CARROLL COUNTY	\$6,915,676	206
CASS COUNTY	\$122,180,002	3,452
CHARITON COUNTY	\$2,907,298	86
CLAY COUNTY	\$474,789,780	12,629
CLINTON COUNTY	\$8,037,060	298
DAVIESS COUNTY	\$5,247,899	92
DEKALB COUNTY	\$14,311,551	320
GENTRY COUNTY	\$2,022,192	81
GRUNDY COUNTY	\$8,015,661	298
HARRISON COUNTY	\$11,798,225	262
HOLT COUNTY	\$6,326,209	106
HOWARD COUNTY	\$4,291,460	128
JACKSON COUNTY	\$2,179,726,177	42,792
LAFAYETTE COUNTY	\$29,491,434	747
LINN COUNTY	\$9,361,845	262
LIVINGSTON COUNTY	\$20,088,543	514
MERCER COUNTY	\$1,438,516	21
NODAWAY COUNTY	\$27,249,278	976
PLATTE COUNTY	\$318,594,848	6,193
PUTNAM COUNTY	\$3,570,373	21
RAY COUNTY	\$13,432,602	415
SALINE COUNTY	\$21,934,634	746
SULLIVAN COUNTY	\$1,695,915	15
WORTH COUNTY	\$449,042	9
TOTAL NORTHWEST REGION	\$3,499,999,540	75,669

CENTRAL REGION

COUNTY NAME	FY17 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY17 TOURISM-RELATED EMPLOYMENT*
BENTON COUNTY	\$16,726,973	406
BOONE COUNTY	\$420,784,514	12,272
CALLAWAY COUNTY	\$42,063,973	1,342
CAMDEN COUNTY	\$164,592,226	4,130
COLE COUNTY	\$146,633,824	4,111
COOPER COUNTY	\$17,305,027	859
DALLAS COUNTY	\$13,977,455	384
HENRY COUNTY	\$32,443,218	835
HICKORY COUNTY	\$6,373,269	167
JOHNSON COUNTY	\$65,174,871	2,140
LACLEDE COUNTY	\$55,946,723	1,178
MARIES COUNTY	\$3,728,153	46
MILLER COUNTY	\$36,545,395	703
MONITEAU COUNTY	\$8,258,580	233
MORGAN COUNTY	\$23,278,031	546
OSAGE COUNTY	\$6,767,025	206
PETTIS COUNTY	\$67,636,832	1,768
PULASKI COUNTY	\$75,879,563	2,631
ST. CLAIR COUNTY	\$4,490,927	71
TOTAL CENTRAL REGION	\$1,208,606,579	34,028

SOUTHEAST REGION

COUNTY NAME	FY17 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY17 TOURISM-RELATED EMPLOYMENT*
BOLLINGER COUNTY	\$4,808,628	101
BUTLER COUNTY	\$85,216,366	1,985
CAPE GIRARDEAU COUNTY	\$194,167,015	4,449
CARTER COUNTY	\$7,291,373	219
CRAWFORD COUNTY	\$31,336,604	601
DENT COUNTY	\$13,949,499	322
DUNKLIN COUNTY	\$31,309,146	698
HOWELL COUNTY	\$57,356,442	1,277
IRON COUNTY	\$5,772,996	179
MADISON COUNTY	\$10,194,602	285
MISSISSIPPI COUNTY	\$11,480,167	321
NEW MADRID COUNTY	\$28,673,107	441
OREGON COUNTY	\$5,966,321	149
PEMISCOT COUNTY	\$11,932,442	294
PERRY COUNTY	\$27,061,235	635
PHELPS COUNTY	\$83,814,761	2,361
REYNOLDS COUNTY	\$4,183,551	150
RIPLEY COUNTY	\$7,541,786	244
SCOTT COUNTY	\$46,304,025	1,382
SHANNON COUNTY	\$5,956,122	101
ST. FRANCOIS COUNTY	\$98,649,193	2,396
STE. GENEVIEVE COUNTY	\$17,758,064	494
STODDARD COUNTY	\$27,119,294	737
TEXAS COUNTY	\$15,260,843	413
WASHINGTON COUNTY	\$13,569,058	286
WAYNE COUNTY	\$7,608,714	241
TOTAL SOUTHEAST REGION	\$854,281,354	20,761

SOUTHWEST REGION

COUNTY NAME	FY17 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY17 TOURISM-RELATED EMPLOYMENT*
BARRY COUNTY	\$42,186,982	1,042
BARTON COUNTY	\$10,320,381	406
BATES COUNTY	\$12,527,506	369
CEDAR COUNTY	\$12,972,229	385
CHRISTIAN COUNTY	\$80,994,009	2,229
DADE COUNTY	\$3,399,243	99
DOUGLAS COUNTY	\$8,509,603	201
GREENE COUNTY	\$724,947,680	19,012
JASPER COUNTY	\$210,227,844	5,209
LAWRENCE COUNTY	\$26,197,968	811
MCDONALD COUNTY	\$13,062,726	297
NEWTON COUNTY	\$97,898,990	2,072
OZARK COUNTY	\$9,775,699	249
POLK COUNTY	\$29,034,357	619
STONE COUNTY	\$180,640,600	1,205
TANEY COUNTY	\$532,219,783	13,370
VERNON COUNTY	\$20,566,046	553
WEBSTER COUNTY	\$29,321,754	656
WRIGHT COUNTY	\$11,945,189	361
TOTAL SOUTHWEST REGION	\$2,056,748,589	49,145

ENTIRE STATE OF MISSOURI

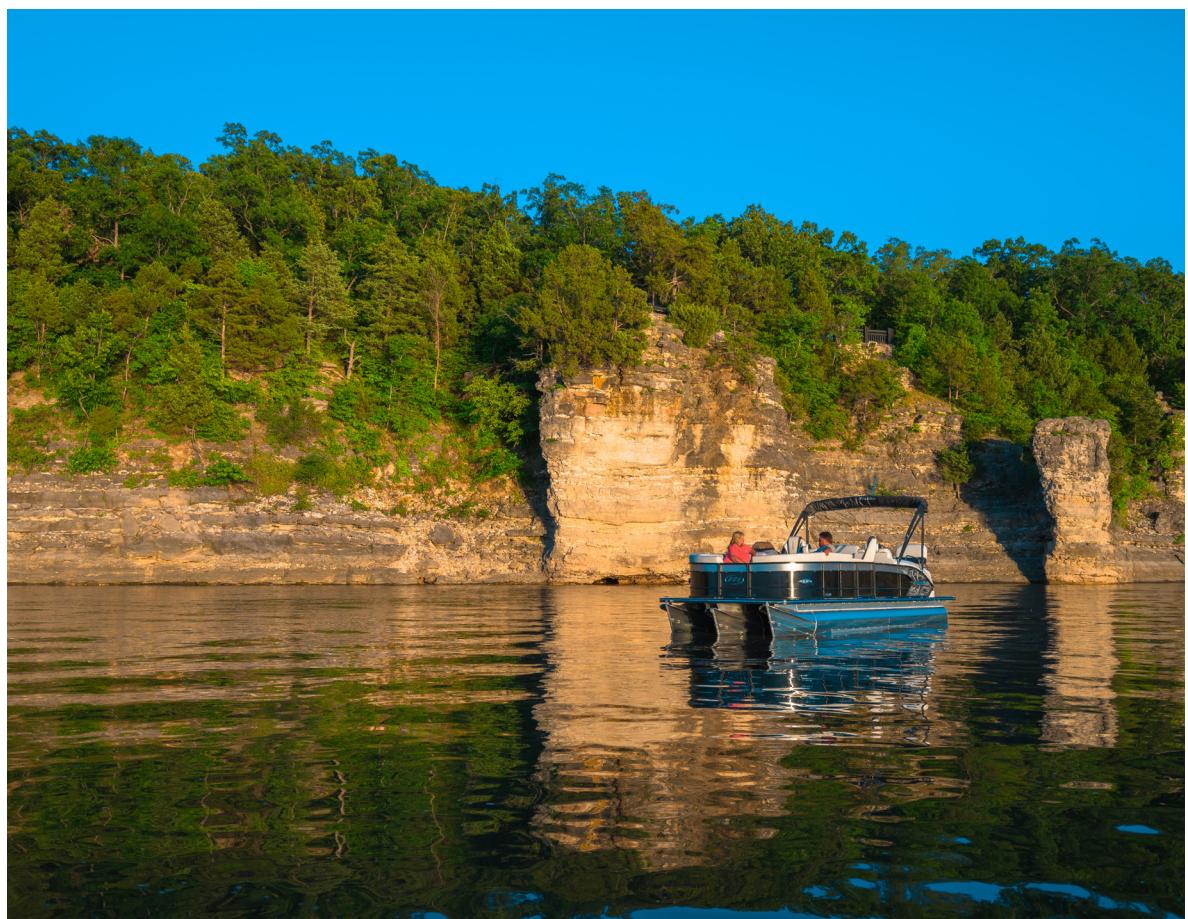
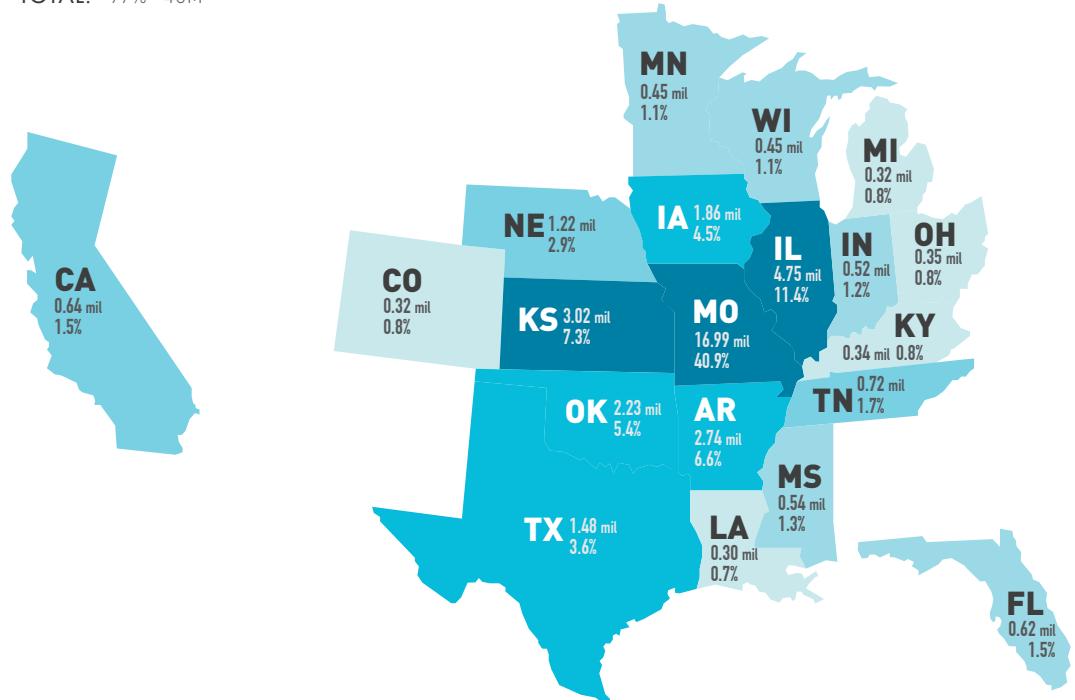
FY17 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY17 TOURISM-RELATED EMPLOYMENT*
\$13,275,986,951	313,362

** 2017 expenditure figures are a preliminary run. The Department of Revenue will not have the final figures until September 2018.
 *Source: Missouri Departments of Revenue and Labor and Industrial Relations

TOP ORIGINATING STATES OF MISSOURI VISITORS

Source: FY17 TNS TravelsAmerica

TOTAL: 97% 40M



ACTIVITIES WHILE IN MISSOURI



Visitors may fall in one or more category.
Includes only target markets.

MARKETING AND COMMUNICATIONS

MDT FY17 MARKETING RESULTS “IT’S YOUR SHOW” GOES ON...

The core campaign “Enjoy the Show” evolved in 2016 to become “It’s Your Show,” putting couples, families and friends behind the camera to show all that Missouri has to offer – family fun, outdoor recreation, arts & culture, nightlife & entertainment, and sports & gaming – from their point of view and, in turn, personalizing their experiences.

The FY17 campaign included television spots, print ads and online advertising, as well as the second fall-focused campaign with tailored TV ads and a unique website experience tailored to showcase Missouri’s popular autumn tourism season.

MEDIA

The FY17 media plan was designed to maintain visibility of Missouri as a travel destination and drive visitation to VisitMO.com.

MDT experienced multiple budget withholdings in CY 2017 which impacted overall marketing efforts, resulting in a decrease in awareness (-11%) and visitation (-53%).

A multi-media approach was used to promote Missouri tourism and reach the target throughout the day:

TELEVISION

MAGAZINES

ONLINE BANNER ADS

ONLINE VIDEO ADS

PAID SOCIAL MEDIA
VIA FACEBOOK AND TWITTER

LEAD GENERATION

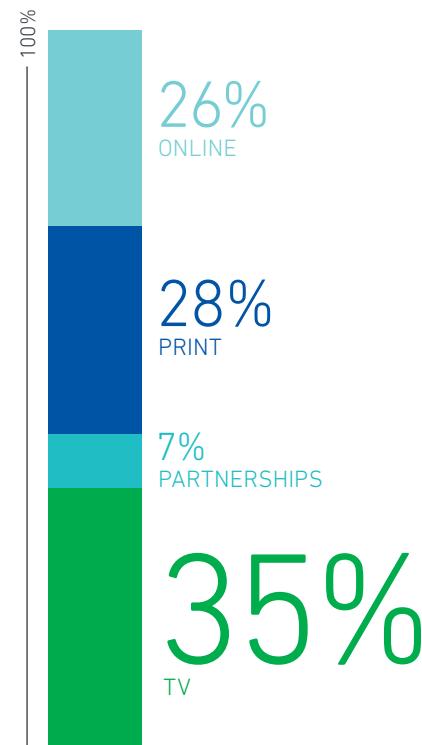
PAID SEARCH

BILLBOARDS

Target Audience:

Female leisure travel decision-makers,
who are typically age 25-54

FY17 DOMESTIC MARKETING INVESTMENT BY MEDIUM



MEDIA MARKETS

The FY17 out-of-state markets were divided into four categories: priority, base, expansion and spill.

Priority markets:

Chicago, IL

Opportunity markets:

Indianapolis, IN
Memphis, TN
Nashville, TN

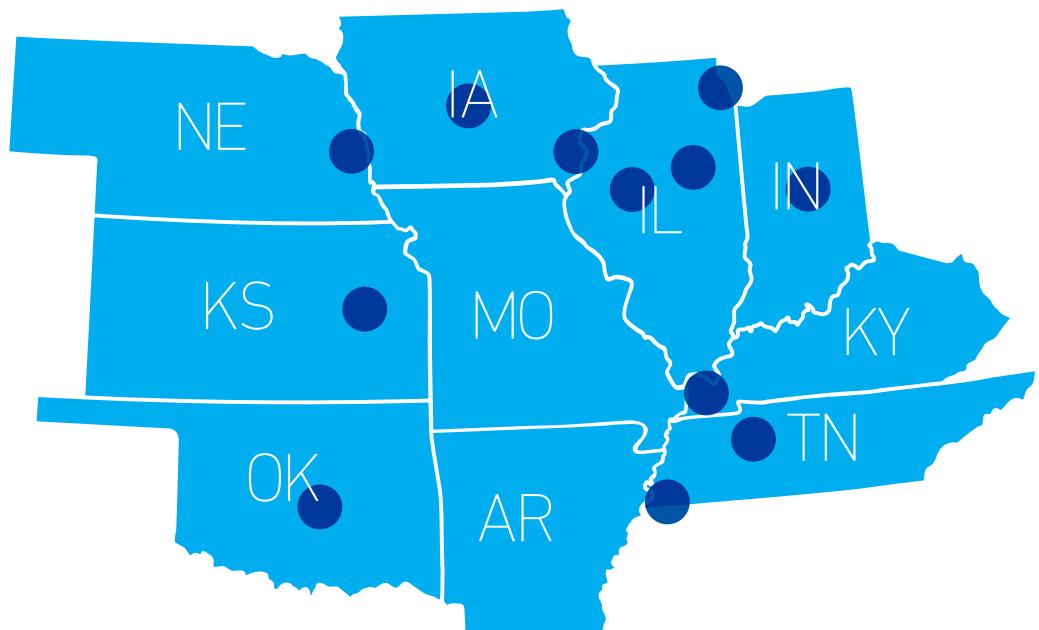
Base markets:

Champaign/Decatur/Springfield, IL
Des Moines/Ames, IA
Oklahoma City, OK
Omaha, NE
Paducah, KY
Peoria, IL
Quad Cities, IA, IL
Topeka, KS

Spill markets:

Bowling Green, KY
Cedar Rapids/Waterloo, IA
Chattanooga, TN
Evansville, IN
Fort Wayne, IN
Fort Smith, AR
Jackson, TN
Jonesboro, AR
Knoxville, TN
Lafayette, IN
Louisville, KY
Lincoln/Hastings, NE
Little Rock, AR
North Platte, NE
Ottumwa, IA
Quincy, IL
Rockford, IL
Sioux City, WA
South Bend, IN
Terre Haute, IN
Tri Cities, TN
Tulsa, OK
Wichita, KS

PRIORITY/OPPORTUNITY/BASE MARKETS



PUBLIC RELATIONS

One of the key functions of the Missouri Division of Tourism's public relations team is to engage, inform and welcome travel journalists from around the world. While maintaining our focus with desk-side briefings and story pitches, we also began to think about ways to take Missouri on the road.

Along with industry partners, we organized and hosted an event for travel writers in New York City in November, showing interactive Missouri stories, featuring Missouri food and drink, and sharing conversations about all the Show-Me state has to offer. Early responses have been positive.

MDT also benefited from the 2017 coast-to-coast solar eclipse, with Missouri receiving some of the very best views of this historic event. In partnership with key viewing spots across the state, we received extensive press coverage and significant social and influencer mentions, and even a Jefferson City visit from our friends at NASA.

Some of our big wins from our combined 2017 efforts include:



CONDÉ NAST

MEN'S JOURNAL

CountryLiving

VOGUE



Robb Report

Reader's Digest

Midwest Living

Forbes

Southern Living
INSPIRED COMMUNITIES™

Woman's Day
LIVE WELL EVERY DAY

VISITMO.COM

Missouri's official tourism website, VisitMO.com, serves travelers by offering timely and useful information about activities, destinations and attractions in the Show-Me State. All of MDT's advertising efforts include a call to action encouraging visitors to use VisitMO.com to plan their Missouri getaway.

In FY17, MDT experienced more than 2.15 million visitors to VisitMO.com. Preparation, planning and development of a new VisitMO.com began in 2017. Storytelling and video on the new site will provide inspiration for new visitors as they plan their trip. We will assist visitors already on their Missouri adventure by displaying items of interest based on their location and what they've already indicated as an interest.

We anticipate the new site will engage a larger pool of users with exciting content while creating a more relevant and personalized experience.



SOCIAL MEDIA

Social media is a key content distribution channel for MDT, serving as a low-cost, high-engagement opportunity, showcasing the variety and diversity of the state.

FY17 saw the continued expansion of social media as both a tool to converse and cultivate our existing following, but also connect with new users by creating advocacy within that existing base. Simply put, Facebook continued to be the leading platform, growing to more than 316,000 followers. Instagram grew to nearly 23,000 followers. Both channels continue to be strong two-way channels of conversation with our followers. Instagram has also evolved into a content collection tool, allowing our following to share their best content and providing MDT the opportunity to show the state from the eyes of our customers – the people who are enjoying the sights and sounds of Missouri.



Visit Missouri



facebook.com/VisitMO



Instagram.com/VisitMO



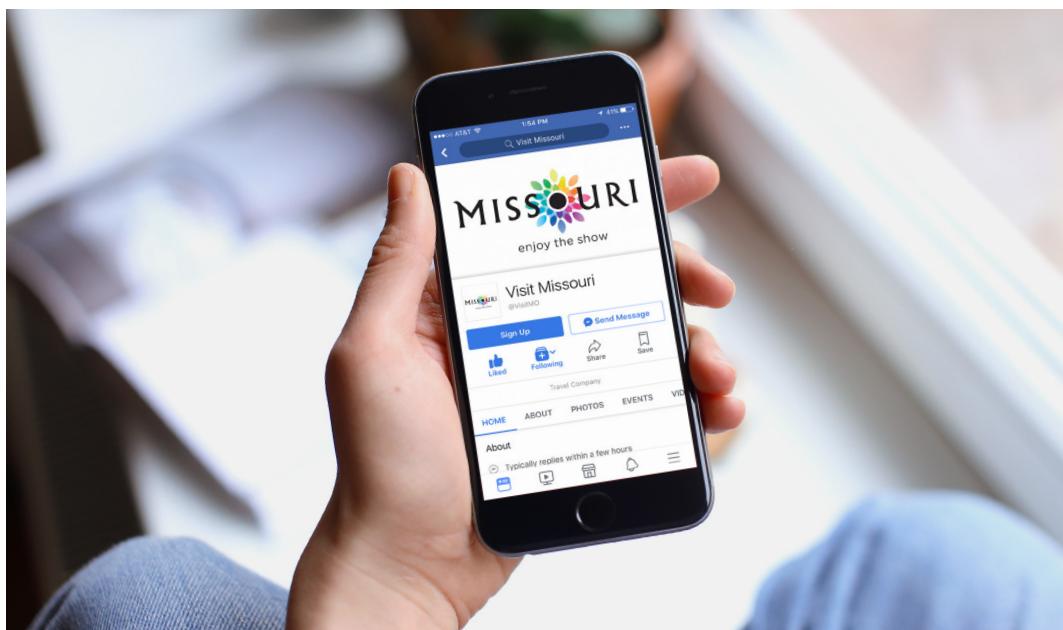
Twitter.com/VisitMO



Pinterest.com/VisitMO



Youtube.com/VisitMO



OFFICIAL TRAVEL GUIDE

Each year, the travel guide is distributed statewide by Missouri's Official Welcome Centers and Affiliate Welcome Centers, along with chambers of commerce, convention and visitor bureaus, tourism organizations and businesses. Guides are also available at consumer trade shows and tourism-related events, such as the Missouri State Fair, and by request at VisitMO.com



The 2018 Official Missouri Travel Guide, which features St. Louis' Gateway Arch on its cover, supports MDT's overall marketing strategy by highlighting the variety of activities available in Missouri. The guide includes feature stories, photography and advertising designed to inspire travel to the Show-Me State. There are 275,000 copies available for distribution.

Hundreds of tourism-related businesses from across Missouri have free listings in the guide, providing a valuable resource to travelers as they plan their trip and spend time in the state.

WELCOME CENTERS

MDT operates nine Official Missouri Welcome Centers at entry points to the state and along I-44, parallel to historic Route 66. In addition to welcoming visitors to the state, staff in the centers provide resources to travelers including road conditions, weather updates and recommendations for things to see and do. Each center is stocked with brochures from destinations and attractions throughout the state.

In 2017, 589,755 tourists visited welcome centers, utilizing this valuable resource to aid in their journey and discover more about the state.

MDT also partners in an affiliate welcome center program, in cooperation with the Missouri Department of Transportation (MoDOT). Participants must be local chambers or CVBs, government entities such as city halls or county courthouses, or institutions of higher education with an established hospitality industry-related curriculum. The program allows these entities to purchase official directional highway signage from MoDOT to direct visitors to their locations. In FY17, the Missouri Tourism Commission approved the Trailside Center in Kansas City to participate in the program.



PROMOTE MISSOURI FUND

The Promote Missouri Fund represents the Division of Tourism's second-largest annual investment and provides marketing and resource partnership opportunities for statewide Destination Marketing Organizations (DMOs).

Through the Promote Missouri Fund, the Division of Tourism invests in DMO advertising projects that are specifically designed to increase visitation and visitor spending throughout the Show-Me State, aligning the goals of the Promote Missouri Fund with the objectives set forth annually in the Division's marketing plan.

Partnership funding is distributed through two matching grant programs.

- **Marketing Matching Grant** – To increase leisure travel throughout the state, this grant matches certified DMOs up to 50 percent for pre-approved advertising. This grant, the largest investment in the Promote Missouri Fund, provides a meaningful financial incentive to participants to market their destinations and provide a significant economic benefit to Missouri.

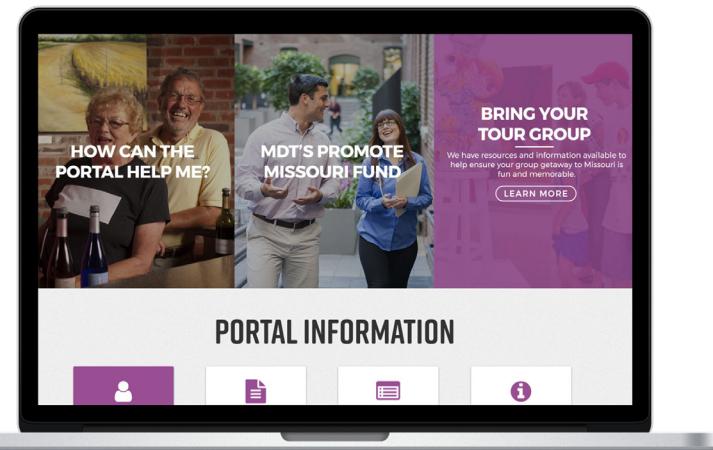
- **Marketing Platform Development** – This program is designed for one-time marketing platform investments (such as websites) that will be used and provide benefit beyond the fiscal year of the initial investment. Approved projects that provide improvement, expansion or creation of tourism marketing programs and projects are matched up to 50 percent. Both certified and non-certified DMOs are eligible; however, these grants are only available to smaller organizations.

Additional information on the Promote Missouri Fund is found at Industry.VisitMO.com.

FY17 HIGHLIGHTS

In FY 17, MDT awarded more than \$3.4 million in matching grants to assist 31 DMOs with high-quality, performance-based projects. MDT contributed an additional \$500,000 in other cooperative marketing programs that also assist DMOs with advertising their destinations.

Following the completion of each Marketing Matching Grant project, participants submitted summary reports assessing the outcome of the funded activities. These outcomes are compiled and analyzed in the Program Summary Report, which may be viewed at Industry.VisitMO.com.



MARKETING MATCHING GRANT AWARDS

The funding amount available to a certified Destination Marketing Organization (DMO) is determined by the certification level of the countywide DMO. Detailed information on the funding types and categories may be viewed at Industry.VisitMO.com.

DMO NAME	COUNTY DESIGNATIONS	AWARDS
Branson/Lakes Area Chamber/CVB	Taney	\$475,000
St. Louis CVC	St. Louis/St. Louis City	\$475,000
Visit KC	Jackson	\$475,000
Springfield CVB	Christian/Greene/Polk	\$430,000
City of St. Charles Tourism Department	St. Charles	\$275,000
Table Rock Lake/Kimberling City Chamber	Stone	\$275,000
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$275,000
Clay County Tourism	Clay	\$174,439
City of Columbia CVB	Boone	\$113,679
City of Hannibal CVB	Marion/Ralls	\$70,000
Buchanan County Tourism Board	Buchanan	\$69,221
Platte County Visitors Bureau Platte	Platte	\$64,067
Pulaski County Visitors Bureau Pulaski	Pulaski	\$39,987
Jefferson City CVB	Cole	\$34,783
City of Lebanon Laclede	Laclede	\$33,022
Cape Girardeau Chamber/CVB	Cape Girardeau	\$32,110
Carthage CVB	Jasper	\$20,430
City of Sikeston d/b/a Sikeston CVB	Scott	\$20,000
Washington Area Chamber of Commerce	Franklin	\$18,963
Moberly Area Chamber of Commerce	Randolph	\$14,834
City of West Plains Tourism Development	Howell	\$6,580
City of Hermann Tourism	Gasconade	\$6,000
City of Ste Genevieve Tourism Department	Ste. Genevieve	\$6,000
Sedalia Convention & Visitors Bureau	Pettis	\$5,661
Louisiana CVB	Pike	\$3,500
Lexington Tourism Commission	Lafayette	\$4,749
Kirksville Area Chamber of Commerce	Adair	\$4,666
Total Award		\$3,422,691



MARKETING PLATFORM DEVELOPMENT GRANT AWARDS

Marketing Platform Development matching grants are available to certified and non-certified DMOs within counties designated with a county tourism level 1-4. This program is designed to provide marketing assistance to smaller organizations.

DMO NAME	COUNTY DESIGNATIONS	AWARD
Downtown Excelsior Springs Partnership	Clay	\$1,000
City of Ste. Genevieve Tourism Dept	Ste. Genevieve	\$2,950
Historic Downtown Liberty	Clay	\$4,750
Warrensburg CVB	Johnson	\$3,500
Perry County Heritage Tourism	Perry	\$4,500
Total Award		\$16,700

SEM PARTNERSHIP PROGRAM

In addition to the Promote Missouri Fund matching grant programs, the Division of Tourism's Search Engine Marketing (SEM) Partnership Program provides all certified and non-certified DMOs the opportunity to participate in a coordinated strategy with the Division in the implementation of pay-per-click search engine marketing, resulting in increased qualified traffic to participating DMO websites.

ORGANIZATION NAME	COUNTY
Branson Lakes Area COC/CVB	Taney
Cape Girardeau CVB	Cape Girardeau
Carthage CVB	Jasper
City of Lebanon	Laclede
Clay County	Clay
Greater Chillicothe	Livingston
Hannibal CVB	Marion/Ralls
Hermann City Hall - Tourism	Gasconade
Independence Tourism Dept	Jackson
Jefferson City CVB	Cole
Joplin CVB	Jasper
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan
Maryland Heights	St. Louis
Pulaski County Tourism Bureau	Pulaski
Sedalia Area Chamber/CVB	Pettis
Springfield CVB	Greene/Polk/Christian
St. Charles CVB	St. Charles
St. Joseph CVB	Buchanan
City of Ste. Genevieve Tourism Dept	Ste. Genevieve
Warrensburg CVB	Johnson
Washington Area Chamber	Franklin
Total MDT Contribution	
\$223,367	



GROUP TOUR

The domestic group tour market has long been a significant priority for MDT. Division representatives meet with professional travel providers and industry representatives at major trade shows, showcasing Missouri as a premier group travel destination.

FY17 was another busy year for the group tour market and MDT was represented at the following shows:

- Student Youth Travel Association
- Ontario Motor Coach Association
- American Bus Association
- Select Traveler Conference
- National Tour Association
- Travel South Domestic Showcase
- Travel Alliance Partners TAP
- Missouri Bank Travel Exchange.

INTERNATIONAL

International travelers remain a strong opportunity for growth. Working closely with destination partners Explore St. Louis, Branson CVB and VisitKC, MDT continues to promote Missouri to the international market, primarily through participation in several partnership organizations, such as Travel South USA and Brand USA, the DMO for the United States.

For FY17, MDT was represented at the following shows:

- World Travel Market, London
- IPW, the largest international tourism tradeshow in North America
- Travel South International Showcase
- Receptive Tour Operator (RTO) Summit West

Additional Sales Calls/Missions Conducted:

- One-on-one sales calls to international inbound receptive tour operators in Orlando
- Sales calls were conducted with international inbound receptive tour operators in Los Angeles area and Las Vegas
- Travel South USA Australian/New Zealand Sales Mission

2017 MISSOURI TOURISM AWARDS

Presented at the annual Governor's Conference on Tourism in Branson

HALL OF FAME

Tourism's highest honor, this recognition is given to the person who has supported and made outstanding contributions to Missouri's tourism industry for at least 10 years, while leaving a lasting, positive impression on the state's economy.

Recipient:

Donna Cordle Gray, Legacy Dimensions



*Director Dan Lennon,
Award Recipient Donna Cordle Gray,
Lieutenant Governor Michael Parson*

AMBASSADOR AWARD

This award is given to the person who supported the promotional efforts of Missouri's attractions through involvement with MDT projects, providing publicity that helps travelers better enjoy their Missouri experience.

Recipient:

Roxann Kinkade, Penn National Gaming

MARKETING CAMPAIGN AWARD

This award recognizes achievement in integrated marketing campaigns leading to increased visitation.

Recipient:

Visit KC

NAVIGATOR MEDIA AWARD

This award is given to a media entity that has demonstrated outstanding support and promotion of Missouri tourism through stories and images.

Recipient:

417 Magazine, Springfield

SPOTLIGHT AWARD

This award recognizes an individual, business or organization not usually considered part of the tourism industry for noteworthy contributions spotlighting Missouri as a destination.

Recipient:

**Fathers of the Congregation of
the Mother Co-Redemptrix, Carthage**

PATHFINDER AWARD

This award is presented to trailblazing marketers who successfully promote and build niche markets.

Recipient:

Missouri Highway 36 Quilt Trail

INNOVATOR AWARD

This award is given to smaller tourism entities that achieve great results with small budgets.

Recipient:

Excelsior Springs Chamber Trolley

MISSOURI FILM OFFICE

Among the highlights of FY17 was the debut of the Netflix original *Ozark* which was partially filmed on location at Lake of the Ozarks, where the fictional story is set. Although principal filming happens in Georgia, crews came to scout Missouri and shoot pivotal scenes, exteriors and additional footage used in the program.

In a seamless blending of tourism and film, both the Missouri Division of Tourism and the Lake of the Ozarks Convention and Visitors Bureau saw significant website traffic increases during the months in which "Ozark" debuted and was widely in the news.

Since its founding in 1983, the Missouri Film Office has been a central point of contact for inquiries related to film and motion-media productions while working to:

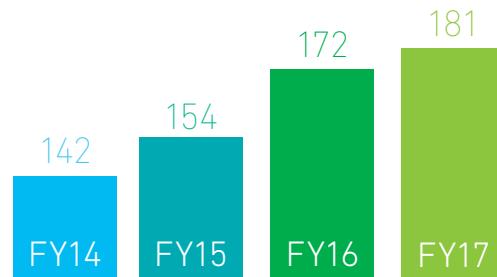
- develop, market and plan industry activities,
- maintain a photography database that's utilized by location scouts as they seek ideal places to base their projects,
- assist production companies in finding skilled workers, special-equipment operators and support-service groups based in Missouri.

According to research provided by Tourism Economics (2015), the Missouri film industry contributed nearly \$84 million in state and local tax revenues. The various film, TV, web and digital media endeavors employed more than 14,000 people. There's a strong tourism component to film, too, and that correlation is clear when considering that more than 80,000 people participated in Missouri's 16 film festivals in FY17.

Film continues to be an attractive industry for those entering the workforce and Missouri's higher-education institutions are offering more opportunities than ever for students to study in related fields. There are nearly 40 college-level programs in Missouri that are focused on teaching various media-production skills.

The Missouri Film Office also has an abiding interest in the next generation of filmmakers and continues to host the Missouri Stories

Scriptwriting Fellowship program. The international competition for screenplays and TV pilot scripts set in Missouri received 51 submissions during FY17. The three highest-scoring writers attended a multi-day workshop with industry professionals, having the opportunity to work with industry mentors such as Bob Gale (*Back To The Future*), Philip LaZebnik (*Prince of Egypt*) and Syble Gardner (*Nashville*).





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